WHAT IS CLAIMED IS:

1. A method for projecting information in image form onto a light-sensitive material, wherein said information is composed of image dots produced by at least one pixel-generating device and said image dots are projected onto the light-sensitive material with a specific amount of light power over a specific length of exposure time, the method comprising the steps of:

- driving the at least one pixel-generating device with a voltage of periodically alternating polarity which alternates between half-periods of negative voltage and half-periods of positive voltage, wherein said negative and positive voltages are equal in absolute magnitude, and wherein one each of the respective half-periods of negative and positive voltage add up to a full period having a period length; and
- allocating said exposure time for each image dot equally to the respective half-periods of negative and positive voltage.

2. The method of claim 1, wherein said specific amount of light power is selected so that the exposure time is an integer multiple of said period length.

3. The method of claim 1, wherein the period length is selected so that the exposure time is an integer multiple of said period length.

4. The method of claim 1, wherein the exposure time is subdivided into at least two partial exposure time intervals which are separated by at least one exposure time break.

5. The method of claim 4, wherein the at least one exposure time break begins within one of said half-periods and ends at a next-following zero-crossing of said alternating voltage.

6. The method of claim 4, wherein a magnitude of the light power is measured during the exposure time and wherein at least one of the light power, the exposure time, and the period length is adjusted based on said measured magnitude.

7. The method of claim 6, wherein an intensity/frequency converter is used for said measuring of the light power, and wherein the intensity/frequency converter

delivers an output signal consisting of countable pulses following each other with a frequency that represents a measure for the light power.

8. The method of claim 7, wherein the specific amount of light power over the specific exposure time corresponds to a quantity of light and wherein said quantity of light corresponds to a certain number of said pulses, wherein said certain number is divided into two halves, wherein a first half of the pulses is allocated to the half-periods of negative voltage and a second half of the pulses is allocated to the half-periods of positive voltage, and wherein the pulses in the output signal of the intensity/frequency converter are counted down from the first half during the half-periods of negative voltage and counted down from the second half during the half-periods of positive voltage

9. The method of claim 8, wherein the at least one exposure time break is started if one of said down-counts has reached zero before a current half-period of the alternating voltage has ended, and the projection of the image dots onto the light-sensitive material is resumed at a next-following zero-crossing of said alternating voltage.

10. The method of claim 9, wherein the projection of the image dots onto the light-sensitive material is terminated when both of said down-counts have reached zero.

11. An apparatus for projecting information in image form onto a light-sensitive material, said information being composed of image dots, wherein the apparatus comprises:

- at least one pixel-generating device for producing said image dots,
- a light source for projecting said image dots with a specific amount of light power over a specific length of exposure time onto the light-sensitive material;
- a control device which drives the at least one pixel-generating device with a voltage of periodically alternating polarity which alternates between half-periods of negative voltage and half-periods of positive voltage, wherein said negative and positive voltages are equal in absolute magnitude, and wherein one each of the respective half-periods of negative and positive voltage add up to a full period having a period length;

wherein the control device is configured to switch the light source on and off in such a manner that said exposure time for

each image dot is allocated equally to the respective half-periods of negative and positive voltage.

12. The apparatus of claim 11, further comprising an LCD array with a plurality of pixel generators arranged in rows and columns.

13. The apparatus of claim 12, wherein the light source comprises a plurality of light-emitting diodes of different colors, and wherein said light-emitting diodes are individually controllable.

14. The apparatus of claim 13, wherein the apparatus further comprises a sensor for measuring said light power.

15. The apparatus of claim 14, wherein the sensor comprises an intensity/frequency converter.

16. The apparatus of claim 15, wherein the intensity/frequency converter delivers an output signal consisting of countable pulses and wherein the apparatus further comprises a counter for counting said pulses.